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*Woodland
California*
PROGRESS

PREPARED BY

✓ **WOODLAND CHAMBER OF COMMERCE**

FOR THE YEAR ENDING DECEMBER 31, 1976

(except as indicated)

PUBLISHED JUNE, 1977

Woodland -- Statistics

INSTITUTE OF GOVERNMENTAL
STUDIES LIBRARY

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UNIVERSITY OF CALIFORNIA

POST OFFICE RECEIPTS

(All Totals for Fiscal Year)

YEAR	RECEIPTS
1940	\$ 52,836.50
1950	117,754.19
1960	236,743.42
1965	345,776.96
1966	371,971.66
1968	418,001.75
1970	463,526.70
1971	543,542.86
1972	644,710.37
1973	701,447.12
1974	724,447.00
1975	934,853.89
1976	1,183,091.93

Source — U.S. Post Office

BUILDING PERMITS

Woodland Incorporated Area

YEAR	NUMBER	AMOUNT
1940	191	\$ 303,073
1945	207	299,017
1950	451	2,224,365
1955	418	1,885,834
1960	595	4,775,049
1970	651	10,993,752
1971	815	9,955,552
1972	1,020	15,861,326
1973	853	18,667,218
1974	822	12,105,259
1975	757	11,391,442
1976	987	20,444,820

Source — Building Inspection Department, City of Woodland

AGRICULTURAL CROPS--VALUE OF YOLO COUNTY CROPS

Year	Fruit & Nut Crops	Field Crops	Vegetable Crops	Seed Crops	Apiary Livestock & Poultry	Total Value
1950	\$4,425,721	\$24,924,984	\$ 6,884,029	\$1,604,324	\$7,471,193	\$45,310,251
1955	8,458,540	30,941,400	14,569,100	2,072,880	9,596,700	65,638,620
1960	6,934,650	45,675,900	17,926,545	2,222,817	9,175,390	81,935,302
1965	9,219,200	49,741,000	24,880,000	2,916,300	7,843,140	94,599,640
1970	12,049,000	48,701,000	26,065,000	1,772,000	2,802,000	91,408,000
1973	16,407,250	73,339,000	52,045,000	2,870,000	8,621,900	154,482,700
1974	13,126,000	105,095,000	84,571,000	2,189,000	9,454,150	214,435,000
1975	13,013,000	94,059,000	83,580,000	2,750,000	9,657,000	203,059,000
1976	15,473,650	66,865,120	55,245,000	2,775,000	8,217,750	149,658,790

Source — Yolo County Agricultural Crop Reports

MILITARY RESERVE UNIT DATA 1977

Name	Active Duty	Personnel	Payroll
NATIONAL GUARD	4	89	\$100,000

TRANSPORTATION

YOLO - SACRAMENTO PORT

YEAR	OCEAN SHIP CALLS	TOTAL ANNUAL TONNAGE
July — Dec. 1963	14	41,457
1970	126	1,316,931
1971	137	1,328,874
1972	119	1,135,965
1973	173	1,584,611
1974	151	1,400,000
1975	145	1,900,000
1976	127	1,656,312

TELEPHONES WOODLAND EXCHANGE

DATE	TOTAL STATIONS
1940	2,573
1950	4,759
1955	6,908
1960	9,013
1965	12,457
1970	15,712
1973	19,053
1974	20,629
1975	22,121
1976	23,361

Source — Pacific Tel. and Tel. Co.

VITAL STATISTICS YOLO COUNTY

Year	Births	Deaths
1940	404	317
1950	798	398
1955	874	426
1960	983	453
1965	1,096	498
1970	956	567
1973	645	785
1974	836	597
1975	902	655
1976	1,030	662

Source — Yolo County Health Department

WATER CONSUMERS

Woodland and Adjoining Built-Up Areas

Year	No. of Connections
1940	1,925
1950	2,900
1960	3,947
1965	4,912
1970	5,600
1973	6,416
1974	6,920
1975	7,222
1976	7,761

Source — City of Woodland Water Department

GAS AND ELECTRIC CONSUMPTION

YEAR	ELECTRICITY (KWH)*	GAS (MCF)**
1964	63,771,829	1,369,496
1965	70,575,805	2,627,971
1970	129,338,542	3,530,823
1971	134,612,828	4,174,688
1972	151,153,465	4,210,185
1974	166,084,714	3,648,050
1975	180,598,301	4,365,463
1976	191,488,931	4,231,337

* Woodland — Urban & Substation

** Woodland — Urban

Source — Pacific Gas & Electric Co.

RETAIL SALES

(IN THOUSANDS)

YEAR	YOLO COUNTY TAXABLE SALES	WOODLAND TAXABLE SALES
1961	87,556	28,854
1963	106,959	32,866
1964	115,401	32,667
1965	125,902	34,816
1968	154,113	41,602
1970	157,291	40,886
1971	183,186	48,247
1972	213,415	59,069
1973	260,534	72,751
1974	315,676	84,370
1975	344,622	97,933
1976	392,214	110,603

Source — State Board of Equalization

ASSESSED VALUATIONS

CITY OF WOODLAND

YEAR	LOCAL SECURED	STATE UTILITY	TOTAL SECURED	LOCAL UNSECURED	GRAND TOTAL
1940	4,165,710	* 350,000	4,515,710	380,110	4,895,820
1945	4,626,075	418,870	5,044,945	719,345	5,764,290
1950	8,103,980	724,900	8,828,880	1,324,233	10,153,113
1960	17,639,340	1,489,840	19,129,180	1,638,534	20,767,714
1965	23,268,400	2,129,630	25,398,030	2,043,580	27,441,610
1971	36,838,102	2,614,650	39,452,752	2,503,238	41,955,990
1972	40,327,162	2,581,760	42,908,922	3,084,178	46,065,000
1973	45,906,595	2,550,580	48,457,175	3,609,887	52,067,062
1974	51,441,249	2,550,580	53,991,829	4,063,847	58,055,676
1975	56,522,186	2,917,220	59,439,406	4,893,985	64,333,391
1976	76,183,330	3,121,425	79,304,755	6,167,873	85,472,628

MOTOR VEHICLE REGISTRATIONS

YOLO COUNTY

Year	Autos	Trucks	Motor-cycles	Trailers	Total
1940	10,546	1,819	42	996	13,403
1950	15,933	4,596	219	2,172	22,920
1960	26,809	7,961	292	5,712	40,774
1965	35,371	10,903	1,468	8,486	56,228
1970	40,658	12,947	2,756	10,221	66,582
1971	42,306	13,255	3,150	10,782	69,553
1972	44,678	14,013	3,209	11,725	73,625
1973	43,799	15,173	3,245	12,638	74,855
1974	46,919	17,138	3,434	13,326	80,817
1975	48,015	18,340	3,570	13,971	83,896
1976*	48,437	19,076	3,470	14,400	85,383

*estimated

Source — State Department of Motor Vehicles

POPULATION

Year	Woodland	Yolo County
1920	4,147	17,150
1930	5,542	23,644
1940	6,637	27,243
1950	9,386	40,640
1955	11,193	52,000
1960	13,524	65,799
1970	20,677	90,784
1971	21,900	93,800
1972	22,600	94,300
1973	23,800	97,000
1974	24,500	99,000
1975	25,275	101,500
1976	25,600	102,400
1977	26,500	100,686

Source — City & County Planning Depts.

SCHOOL ENROLLMENT

Year	Woodland City Schools	Total Enrollment
1948-49	—	2,231
1950-51	—	2,491
Enrollments — All Schools in the Woodland Joint Unified School District		
1955-56	—	4,761
1965-66	—	6,378
1970-71	—	7,035
1972-73	—	7,243
1973-74	—	7,055
1974-75	—	8,518
1975-76	—	8,359
1976-77	—	6,995

Source — Woodland Joint Unified School District

TAXABLE RETAIL SALES

CITY OF WOODLAND

(IN THOUSANDS)

TYPE OF BUSINESS	1975					1976				
	No. of Outlets	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	No. of Outlets	First Quarter	Second Quarter	Third Quarter	Fourth Quarter
TAXABLE TRANSACTIONS										
Retail Stores										
Apparel stores	18	405	539	605	920	20	502	641	758	1,022
General Merchandise Store	12	1,768	2,034	2,336	3,275	12	1,939	2,352	2,578	2,484
Drug stores	6	438	564	567	725	7	488	562	650	1,251
Food stores	20	1,683	2,023	2,336	2,250	21	1,938	2,340	2,380	2,488
Packaged liquor stores	7	398	481	513	569	8	489	528	448	782
Eating & drinking places	55	1,318	1,745	1,855	1,736	56	1,731	1,905	2,045	1,918
Home furnish. & appliances	13	436	418	394	565	16	474	492	514	626
Bldg. matrl. & farm impts.	19	3,289	3,864	5,847	3,917	15	3,569	3,588	7,072	3,346
Auto dealers auto supplies	20	2,761	3,343	3,409	3,396	19	3,946	4,763	4,133	3,849
Service stations	30	1,892	3,537	3,017	2,598	32	2,263	2,894	2,901	3,074
Other retail stores	50	890	1,238	939	1,103	62	1,035	1,361	1,216	1,304
Retail Stores Totals	250	15,278	19,786	21,818	21,054	268	18,324	21,246	24,695	22,144
All Other Outlets	275	2,877	5,750	6,498	4,813	302	4,933	6,833	7,411	5,021
Totals All Outlets	525	18,155	25,536	28,316	25,867	570	23,257	28,259	32,106	27,165

CLIMATE

Woodland enjoys a temperate climate and an abundance of sunshine the year round. Warm days and pleasant nights highlight the summer months. July and August are the warmest months with a mean maximum temperature in the middle 90's. Prevailing oceanic influence and breezes off the Sacramento River result in cool and invigorating evenings with a mean minimum in July of 56°. Rainfall in the summer is rare. Measurable amounts of precipitation will normally occur between November and April. Rainfall will average between 12 and 19 inches per year. The extremely low relative humidity that accompanies high temperatures in Woodland should be considered when comparing temperatures in this area with those of more humid regions. The Woodland climate provides ideal temperature conditions for agriculture as well as a pleasant variation throughout the year to all residents.

WOODLAND AREA GENERAL STATISTICS

Area - City of Woodland	6.48 Sq Mi
Elevation	62 feet
Broadcasting Companies	1
Churches	25
Cable Television	1

Education:

Public School	13
Parochial School	3
University of California at Davis	

Financial: City of Woodland

Banks	6
Savings & Loan Associations	4

Living Conditions: Urbanized Area

Homes - Single Family Units and Multiple	9,101
Hotels	3
Motels	12
Trailer & Mobile Home Parks	7
Mobile Homes within Parks	531
Hospitals	2
Convalescent Homes (427 beds)	5

Manufacturers: Yolo County

Number of Establishments	97
Total Number of Employees	6,939
*Payroll (1975)	46,630,484

Daily Newspapers	1
Daily Circulation (1977 - 12,738)	
Weekly Newspaper	1

Public Service: City of Woodland

Streets (miles)	85
Fire Stations	2
Fire Hydrants	1,021
Electricity Consumers (Urban Area)	10,989
Gas Consumers (Urban Area)	10,269
Gas Mains (Miles)	91
Sanitary Sewer (Miles)	99
Water Mains (Miles)	129
Stormwater Sewers (miles)	40

Fire Alarm Boxes	90
No. Fire Apparatus	7
Authorized Personnel Fire Dept. (15 vol., 32 Paid)	47
Class "4" Underwriters Classification	
Police Dept. Authorized Personnel	49

Recreation:

Parks (Acres 80)	16
Country Clubs	1
Lodges	25
Stadiums	1
Theaters	1
Motor Movies	1
Golf Links (18-Holes)	1
Boat Ramps (Knights Landing)	2
Swimming Pools	2
Boating, Hunting, Fishing and Swimming on Sacramento River and Lake Berryessa	

Tax Rate	76-77 per \$100 assessed valuation
City (Basic)	\$2.55
County (Basic)	2.58

Trade Yolo County

Retail Establishments	2199
Retail Trade Area (persons)	120,000
Taxable Retail Sales - 1976	\$392,214,000

Transportation:

Deep Water Port (West Sacramento)	1
Transcontinental Railroads	2
Airports	2
Major Airlines (Sacramento Metro Airport - 8 miles)	6
Truck Lines	9
Bus Lines	3
Interstate Highway	1
U. S. Highway	1
California Highways	2

Source - Woodland Chamber of Commerce

* Latest figures available from State Employment Development Office

TAXABLE RETAIL SALES YOLO COUNTY

(IN THOUSANDS)				1975		1976	
TYPE OF BUSINESS				NO. OF OUTLETS	FINAL TOTAL	NO. OF OUTLETS	FINAL TOTAL
RETAIL	OUTLETS	—	—	—	—	—	—
	Women's apparel	—	—	14	1,326	17	1,568
	Men's apparel	—	—	18	10,716	10	1,838
	Family apparel	—	—	5	3,441	6	666
	Shoes	—	—	39	4,507	8	1,305
	Apparel stores group	—	—	10	1,144	41	5,377
	Limited-price variety	—	—	7	462	5	3,834
	Department and dry goods	—	—	8	1,575	20	11,330
	Drug stores	—	—	18	6,264	19	7,159
	Other general merchandise	—	—	9	1,549	8	1,584
	General merchandise stores	—	—	50	21,970	52	23,907
	Gifts, art goods, novelties	—	—	19	1,163	21	1,223
	Sporting goods	—	—	21	2,121	21	2,496
	Florists	—	—	11	692	13	873
	Photo Equipment & Supplies	—	—	—	—	2	#
	Musical instruments	—	—	6	577	8	803
	Stationery and books	—	—	13	1,033	13	1,181
	Jewelry	—	—	9	852	9	926
	Office, store, and school supplies	—	—	5	1,909	7	2,471
	Other specialties	—	—	31	2,926	32	1,432
	Specialty stores group	—	—	117	10,418	126	11,405
	Food stores selling all liquors	—	—	22	17,608	25	20,730
	Other food stores	—	—	54	5,918	56	5,713
	Packaged liquor stores	—	—	19	5,565	20	6,161
	Eating places: no alcoholic beverages	—	—	90	11,973	84	13,311
	Eating places: beer and wine	—	—	71	6,216	74	7,314
	Eating & drinking: all liquors	—	—	43	8,001	45	8,698
	Eating and drinking group	—	—	204	26,190	203	29,323
	Household and home furnishing	—	—	17	1,102	21	1,710
	Household appliance dealers	—	—	18	2,685	19	3,048
	Second-hand merchandise	—	—	8	163	8	295
	Farm implement dealers	—	—	21	25,497	20	30,679
	Farm and garden supp. stores	—	—	29	9,148	33	11,409
	Fuel and ice dealers	—	—	#	#	4	#
	Lumber and bldg. materials	—	—	15	12,089	16	13,553
	Hardware stores	—	—	6	1,320	6	1,513
	Plumbing and electrical supp.	—	—	#	#	1	#
	Paint, glass, and wallpaper	—	—	5	763	5	692
	Building material group	—	—	27	14,171	28	15,758
	New motor vehicle dealers	—	—	18	35,153	20	40,420
	Used motor vehicle dealers	—	—	20	3,139	20	4,999
	Automotive supp. and parts	—	—	32	5,340	38	6,704
	Service stations	—	—	112	40,841	109	44,346
	Mobile Home Trailers & Campers	—	—	11	9,505	10	9,255
	Trail, boat, cycle & plane dlr.s.	—	—	6	905	7	1,139
	Automotive group	—	—	199	94,883	204	100,863
	RETAIL STORES TOTAL	—	—	828	239,825	860	272,378
	Business and Personal Services	—	—	303	14,932	314	17,192
	All Other Outlets	—	—	1,000	92,865	1,025	102,644
	Total All Outlets	—	—	2,131	347,622	2,199	392,214

Source: State Board of Equalization "Trade Outlets and Taxable Retail Sales in California, Annual Report."
 (# held confidential by State)

	HISTORICAL DATA				FIRST	SECOND	THIRD	FOURTH
	Comparable data for retail stores:				QUARTER DOLLARS	QUARTER DOLLARS	QUARTER DOLLARS	QUARTER DOLLARS
1963	—	—	—	—	676	14,851	17,416	19,122
1964	—	—	—	—	698	17,185	19,896	20,675
1965	—	—	—	—	723	18,673	21,642	22,582
1966	—	—	—	—	723	20,229	23,974	23,004
1967	—	—	—	—	726	19,636	22,882	23,421
1968	—	—	—	—	738	21,285	24,990	27,698
	Comparable data for all outlets							
1963	—	—	—	—	1,517	21,213	25,868	32,730
1964	—	—	—	—	1,573	24,860	31,350	30,514
1965	—	—	—	—	1,609	27,033	31,344	33,610
1966	—	—	—	—	1,649	28,018	37,072	35,008
1967	—	—	—	—	1,687	27,533	33,062	34,876
1968	—	—	—	—	1,679	29,664	37,174	40,752

Sale omitted because their publication would result in disclosure of confidential information. Where possible these totals are included (a) in the Class-of-business group to which they belong (b) with "Other retail stores" or (c) in Table 6 with "Total taxable transactions."



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ESTIMATED CIVILIAN LABOR FORCE, EMPLOYMENT

YOLO COUNTY, 1974
(Amounts in thousands)

INDUSTRY	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Avg.
Agricultural wage and salary	29.6	29.7	29.9	31.6	31.8	32.6	31.5	33.4	33.8	34.2	32.9	32.5	32.0
Mineral extraction	.1	.1	.1	.1	.1	.1	.1	.1	.1	.1	.2	.2	.1
Construction	.9	1.0	1.1	1.1	1.1	1.2	1.2	1.2	1.2	1.0	.9	.8	1.1
Manufacturing	3.2	3.2	3.5	4.0	3.9	4.1	3.9	5.8	6.0	5.4	4.2	4.0	4.3
Food processing	1.3	1.3	1.5	1.8	1.7	1.8	1.7	3.6	3.9	3.3	2.1	2.0	2.2
Transportation equipment	.4	.4	.5	.6	.6	.6	.6	.6	.5	.5	.5	.5	.5
Other manufacturing	1.5	1.5	1.5	1.6	1.6	1.7	1.6	1.6	1.6	1.6	1.6	1.5	1.6
Transportation, communication, and utilities	1.5	1.5	1.5	1.6	1.7	1.7	1.7	1.8	1.9	1.8	1.7	1.7	1.6
Trade	5.7	5.7	5.8	6.1	6.2	6.3	6.1	6.2	6.4	6.5	6.3	6.4	6.1
Wholesale	.9	.9	1.0	1.1	1.1	1.1	1.1	1.2	1.3	1.3	1.2	1.2	1.1
Retail	4.8	4.8	4.8	5.0	5.1	5.2	5.0	5.0	5.1	5.2	5.1	5.2	5.0
General merchandise	.4	.4	.4	.4	.4	.4	.4	.4	.5	.5	.5	.5	.4
Food stores	.7	.7	.7	.7	.7	.7	.7	.7	.7	.7	.7	.7	.7
Auto dealers & service stations	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1
Eating and drinking places	1.5	1.5	1.5	1.6	1.6	1.7	1.5	1.5	1.5	1.5	1.6	1.6	1.6
Other retail	1.1	1.1	1.1	1.2	1.3	1.3	1.3	1.3	1.3	1.3	1.2	1.3	1.2
Finance, Insurance and real estate	.9	.9	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Services	3.7	3.8	3.6	4.0	4.0	4.2	4.4	4.3	4.3	4.3	4.1	3.9	4.1
Hotels and motels	.3	.3	.3	.3	.3	.3	.4	.4	.4	.4	.3	.3	.4
Medical and health services	1.1	1.1	1.1	1.2	1.2	1.7	1.3	1.3	1.3	1.3	1.2	1.2	1.2
Other services	2.3	2.4	2.2	2.5	2.5	2.2	2.7	2.6	2.6	2.6	2.6	2.4	2.5
Government	13.6	13.5	13.3	13.7	13.8	14.0	13.1	13.0	12.9	14.1	14.5	14.5	13.7
Federal	.3	.3	.3	.3	.3	.3	.3	.3	.3	.3	.3	.3	.3
State and local	13.3	13.2	13.0	13.4	13.5	13.7	12.8	12.7	12.6	13.8	14.2	14.2	13.4
County	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.2	1.2	1.2	1.1
City	.5	.5	.5	.6	.6	.6	.7	.7	.6	.6	.6	.6	.6
Education	11.2	11.1	10.9	11.2	11.3	11.5	10.5	10.4	10.4	11.5	11.9	11.9	11.2
Other state and local	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5	.5
	2.0	1.7	2.0	3.1	3.6	4.2	3.7	9.2	10.8	8.4	2.7	2.0	4.4

PERTINENT FACTS ABOUT WOODLAND TO APPLY FOR UTILITIES

WATER—

City of Woodland Water Department
City Hall
662-5416

GAS—

Pacific Gas & Electric Company
309 Elm Street
662-2836

ELECTRICITY—

Pacific Gas & Electric Company
309 Elm Street
662-2836

TELEPHONE—

Pacific Telephone & Telegraph Company
457 Second Street
662-5451

HOUSING

Housing as of May 1977 showed 9,101 dwellings in the urbanized area and a considerable number of sub-divisions being developed. New homes of modern styling can be purchased in the range of \$33,000 and up, while older homes are available from \$27,000 to \$50,000. Custom homes are being built at a higher figure.

RENTALS

Rentals with the exception of apartments are almost non-available. When found, prices will range between:

2 & 3 BEDROOMS — \$150 to \$400

2 BEDROOM DUPLEX \$175 to \$300

APARTMENTS—1-2 BEDROOM—UNFURNISHED \$160 to \$275